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GRAPEFRUIT AS A "PATENT MEDICINE"

In October, 1927, the *Journal of the Michigan State Medical Society* printed an utterly preposterous article entitled "The Therapeutic Value of Hill Grown Grapefruit." In the routine of his duties, an abstracter on THE JOURNAL made a brief summary of it for Current Medical Literature, and by two or three oversights the abstract was published. The editor will never cease to regret it. In the first place there is not the slightest scientific evidence that any kind of grapefruit has any curative virtues in diabetes. The article mentioned vaunts the alleged potency of a special brand of grapefruit; it refers to the case of a Dr. Roy who details his alleged cure of a serious case of diabetes, and now, apparently, it has led to a real-estate promotion and to the foundation of a sanatorium company from a small district in Florida. They, it seems, are going to sell this "medicinal fruit," limiting it to patients of the institution or to physicians' prescriptions. They are going to examine and certify this fruit, and they are going to have it in cans when the fresh fruit is out of season. The scheme ought to sell a lot of grapefruit. The Michigan physicians assert that their particular "Howey-in-the-Hills grapefruit" is good for arteriosclerosis also. We are sorry that the Michigan journal printed such an unscientific article. We are even more sorry that our abstracter made his little abstract; we are absolutely overcome with chagrin at

the oversight that let the little abstract into the pages of THE JOURNAL. We hope that everybody who buys the grapefruit will enjoy it—as grapefruit, not as "patent medicine." Florida papers please copy!

Please return  
to BofA.

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*Howey Grapefruit*  
*FOR DIABETES*  
*and High Blood Pressure*



*AN account of clinical investigations by  
Dr. Emile Roy at Howey-in-the-Hills,  
Florida, of the therapeutic qualities of  
Florida Highland Grapefruit, grown on  
the Howey tract, in the treatment of Dia-  
betes and hypertension (high blood pressure)*

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W. J. Howey Company, Howey, Lake County, Florida

Florida Earth Press, Orlando, Florida

Health lies beneath the golden skins of Florida citrus fruit. Not only will any physician recommend the addition of oranges and grapefruit to the general diet, but the recent investigations of Dr. Emile Roy at Howey-in-the-Hills have shown that grapefruit grown in that section of the Florida Highlands possesses definite therapeutic qualities in the treatment of diabetes and of certain cases of hypertension, or high blood pressure.

Study of clinical records of a number of cases in which he has prescribed for patients suffering from diabetes a diet of grapefruit, has convinced Dr. Roy that not only will the use of this fruit effect relief much quicker than the drug insulin, and extend hope of a complete cure in cases which are not too far advanced, but that it will in any event arrest the progress of the disease no matter how serious the condition of the patient has become, and permit him to lead a healthy normal life so long as he continues the diet.

Like a great many scientific principles of the first importance, the use of grapefruit as a diet in the treatment of diabetes was brought to the attention of Dr. Roy by

accident. A patient whose condition was very serious, expressed a desire for the fruit, which was granted. The condition of the patient improved at once, and eventually a condition of normal health was regained.

His curiosity aroused, Dr. Roy prescribed the fruit for other patients suffering in the same way, until he had gathered enough clinical data to demonstrate that grapefruit contains a definite therapeutic agent which is a specific in the treatment of diabetes, just as effective as the drug insulin.

An orthodox physician with a long record as a successful practitioner, Dr. Roy frowns upon any attempt to exploit his investigation in a sensational manner. He spent a number of years in the investigation, but he regards his work to date as only a fraction of the completed task. He knows as a physician that grapefruit will correct the condition of diabetes. Now he has set out as a scientist to find out why this is so. At Howey-in-the-Hills he has established the laboratory where he is endeavoring to isolate the active principle of the fruit which is responsible for its corrective qualities.

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The grapefruit diet is not an "apple a day" proposition, Dr. Roy warns. Diabetes is always a serious ailment, especially for persons who have not reached middle age, upon whom it frequently reacts fatally. The grapefruit diet must be given in a thoroughgoing manner under the supervision of a physician to secure results.

In many cases, it is impossible to give a patient the recently discovered drug insulin, because of the deleterious effects of the drug on other functions of the body. In those cases the grapefruit diet presents a new hope, since the natural fruit is a healthful addition to any diet, aside from its therapeutic qualities, and may be given without fear of any ill effects.

In the treatment of his first case, Dr. Roy made an important discovery. All grapefruit has not this important quality of correcting a diabetic condition. He early discovered that the California fruit entirely lacks this property. Later he found that only certain Florida fruit possesses it. That is the fruit from the Florida Highlands, where the soil contains an underlying strata of oxide of iron.

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Grapefruit from the lowlands, even the Indian River fruit celebrated for its table qualities, is lacking in the principle which corrects the diabetic condition. The groves planted by the W. J. Howey Company in the region about Howey-in-the-Hills fulfill these conditions admirably. They are planted in land the subsoil of which contains oxide of iron, and lie at the highest point in Florida, portions of the Howey grove development lying more than 300 feet above sea level.

This combination of elements, the ferrous subsoil, high elevation, abundance of sunshine and of subsoil water supply, with the pure Highland air, has produced the principle in the grapefruit which corrects the conditions in the human body causing diabetes and high blood pressure.

Just why this quality is confined to the Highland grapefruit is as yet unknown, just as it is unknown why a certain small section in Cuba alone is capable of producing that grade of Havana tobacco which is almost priceless in the cigar trade, or why in France wine of an exquisite flavor and bouquet is made from the grapes of one vineyard, while those of the vineyard on an opposite hillside

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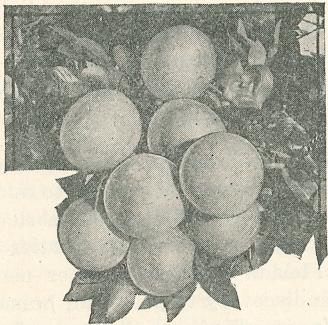
yield a very ordinary product. Sufficient to say, the Howey grapefruit possesses this marvelous health-giving quality in a high degree.

Diabetes is caused by a disarrangement of that process of the body known as metabolism, whereby the tissues absorb nourishment from the blood. Hypertension, or high blood pressure, is often caused by a somewhat similar defect in the process of metabolism, and the grapefruit principle which will correct the diabetic condition will also give immediate relief in those cases of high blood pressure caused by defective metabolism. Dr. Roy has collected clinical data on some sixty cases which have benefited by the grapefruit diet.

While he is continuing his scientific labors at Howey-in-the-Hills, working in his laboratory to uncover the facts which will explain to the medical profession of the world the reason for these wonderful properties of grapefruit grown in the Florida Highlands, other men are making plans to put the discovery to practical, humanitarian work on a large scale, in affording relief to sufferers from diabetes and high blood pressure.

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A sanitarium is today being organized which will afford at Howey-in-the-Hills, in a setting whose pure air and drinking water, sunny skies and equable climate are naturally conductive to health, treatment which will be centered around the Howey grapefruit diet. Here Florida will be prepared to offer to the world the health-giving qualities of its golden fruits.



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The two letters on the following pages recite the experiences of Dr. Roy and Dr. M. M. Hannum, of Eustis, Florida, with the grapefruit diet.

## EUSTIS HOSPITAL

M. M. Hannum, M. D.

Eustis, Lake County, Florida  
June 10th, 1925

W. J. Howey Co.,  
Howey, Florida

Dear Sirs:—

I began to use Howey grapefruit in the treatment of diabetes about April 10th, 1925. Up to date I have treated nine cases of diabetes with most satisfactory results. I put these nine cases on a strict grapefruit diet until the sugar was negative, taking diet similar to Joslin's or that outlined by Dr. Roy, of course keeping them on grapefruit all the while. These cases varied as to sugar content, age, general physical condition, etc., but every one cleared up in from two to three days and remained clear so long as I had grapefruit to use.

I want to impress upon you that grapefruit from the

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lowlands will not produce these results and the only kind that will is that grown at Howey. I judge that fruit grown on the same soil as that at Howey will give the same results but I have not found it.

I find that Howey grapefruit will clear the system of sugar much quicker than insulin will and it is more simple and more pleasant.

I have only treated two cases of "simple high blood pressure" with grapefruit. Several of my cases of diabetes have high blood pressure and I am pleased to report that these high pressures were reduced from ten to thirty points.

One case of simple hypertension of 200 gradually came down to 158 and the patient is feeling much better in every way. The other case had a pressure of 196 and was reduced to 170 in ten days but he had to go north and I have no further record of him.

My experience with grapefruit in the treatment of diabetes leads me to believe that we have discovered something which will prove to be much better than insulin in every way. I am sorry that the supply gave out

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and in the early fall I shall begin using grapefruit again in treating diabetes and kindred affections.

I just had a letter from a man in Salem, Mass., asking me to send him a box of grapefruit from Howey. He is a patient of Dr. Harry Phippen and reports great improvement after using grapefruit.

Yours truly,

(Signed) M. M. Hannum

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Howey, Lake County, Florida

May 15, 1925

W. J. Howey Co.,

Attention Mr. Howey.

Dear Mr. Howey:—

Replying to your letter of yesterday, it would be a hard, long and tedious labor to give you all the data relating to my clinical work with the grape fruit. Principally would it be out of the question to write a monograph now on the wonderful merits of the highland grapefruit in such condition as hypertension "high blood pressure."

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and diabetes, for the good and simple reason that my investigations are not completed, and therefore, have not been submitted to any reliable body of medical men. However, the preliminary report of the work is in the hands of the American Medical Association.

To give you the details of what I have done and what remains to do would be dry reading for the lay mind, but the following, no doubt will interest you and your friends.

So far as I know, I am the only one that has done any scientific and systematic medical work with the grapefruit as a therapeutic agent, and the only one in possession of the active principle contained in it or developed in the process of metabolism, and of its physiologic and therapeutic properties. Even the bureau of chemistry of the department of agriculture at Washington, has not done anything further than the determination of soluble solids, sugar and acid.

My investigation and analysis have proved to me long since that the acid contained in the strawberry, red raspberry, pineapple and even some grapes, is the readily oxidized citric acid of the citrus fruit; but never had I

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been able to get with the above fruits the results I obtained with the orange and more so with the grapefruit, to the point of controlling with the grapefruit an acid cystitis in a very short time.

Remember what I told you before, high blood pressure is not a disease, it is a symptom of disease, and often is an effort of nature to obtain a balance or rather a harmony in the working of different organs. For instance, in old people with arterie-sclerosis, if it was not for the high pressure to force the blood to remote parts of the extremities, a gangrene would result, etc., etc.

Hence, to depend only on the highly designed mathematic instruments of today, and neglect the incomparable clinical experience, is to court disaster.

Without going any further into this, let me make the statement now, that unless the high blood pressure is due to a destructive organic lesion, grapefruit will restore a normal condition in the blood flow and an equilibrium in metabolism. The same holds true in glycosuria; however, in the light of today, in diabetes mellitus, I would only use the grapefruit in practice as an adjunct to insulin or where the latter fails.

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If you bear in mind my own case and the reports you have received from your friends, it all substantiates what I claim.

I have very much to do yet, and much that I cannot do at the present time, before I can commit myself in toto. Now, as last year and before, I stand back of the statements, written or verbal, which I made that our grapefruit possesses potential value in the treatment of disease due to faulty metabolism, which is not to be found in anything else.

The fruit diet and fruit fast that I am preaching and practising bring incomparable benefits, and you may be sure without any contradiction by those who know as I do, that nature has given us in the Hills a grapefruit which has restored me and scores of my patients to a former good health.

With personal regards,

Yours sincerely,

(Signed) Emile Roy, M. D.

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**HOWEY**  
**IN THE**  
**HILLS**

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